



THE LAND GEEK

The Land Geek Podcast With Mark Podolsky, AKA The Land Geek

Mark talks with Jeff Akstin - [ThreeLandGuys.com](https://www.threelandguys.com)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek from your favorite land website, TheLandGeek.com and I am privileged, honored and I didn't even have to bribe him this time to get Jeff Akstin from TameeLand.com (Now ThreeLandGuys.com) back on the podcast. Jeff, how's it going this morning?

Jeff: Oh great, great, Mark. How are you?

Mark: I'm great. I'm great. Unlike you, I'm real comfortable here because I think the high is going to be like 60. See I always want to haze Jeff and he's like, "Can we talk about something besides the weather?" But I just love the fact that he's so cold.

Jeff: Yeah, exactly. Ski areas are open I told you, Mark.

Mark: I know. I know. Look, I can still drive up an hour, no, no, two hours to Flagstaff and ski.

Jeff: I know.

Mark: So, let me let me ask you so I know it's not related to land but you're a real fit guy. Do you find it hard to wake up and workout in the morning?

Jeff: I don't do that. I used to.

Mark: Oh you used to, okay. So when do you work out now?

Jeff: I work out in the afternoons or in the evenings. It just fits me better. I used to work out in the morning and I just couldn't stay motivated. It just wasn't ... Once in a while, I'll go for a run but I just don't like doing it in the morning. So why do it, you know? So I do it afternoons or in the evening.

Mark: How often do you do it during the week?

Jeff: I used to go to the gym all the time and then I used to run and lately I've been doing P90X and a few other ones and I just started T25 which is Shaun T. That's you just follow the schedule. It's 25 minutes a day and six out of seven days I'm working out but it's quick, it's 25 minutes.

Mark: That's crazy. I told you what I'm doing, right? I'm doing the seven-minute workout.

Jeff: Seven minutes?

Mark: Seven minutes and I'm done. It's quick. It's intense. I'll tell you what? I feel pretty good. You know I use it on like the iPhone app. I've got like a little yoga mat and it's just quick. It's squats, it's all compound exercise but real, real quick. So you do like a plank. You do squats. You do lunges. You do pushups, sit-ups, step-ups, that kind of stuff.

Jeff: Wow, seven minutes that's...

Mark: And I'm sweating.

Jeff: Really?

Mark: Yeah, yeah it's great. So they say like the whole thing about it is if you do it real intensely and you're sweating it's as good as a 45-minute workout. I mean it's not for like really athletic people that are doing, you know, it's like for average Joes. It's like the average Joe workout.

Jeff: Yeah. Wow. I thought 25 was low

Mark: Yeah, but you feel good, right?

Jeff: Oh I feel great. No, no I get just as much sweat out of the 25 minutes as I did before because there are no breaks. There are no breaks at all.

Mark: Right.

Jeff: You know there's no time. There is a little stretching but anyways.

Mark: Yeah. But you know the reason I bring it up and the way I'm going to segue this is that you know working on the land business and working out to me are kind of the same thing, right? You know one is for your physical well-being and one is for your financial well-being, right?

Jeff: Yeah.

Mark: But the people that are successful financially and successful physically they do the same things, they're consistent. So you're working out six days a week. I'm working out five days a week. You're sending out offers every week I'm sending out offers every week. We don't take a week off necessarily. The difference is in our business someone else can be kind of helping us do that work as opposed to working out which is so hard but there's always that force that's acting on us.

I think the word would be like entropy that I've heard before or a resistance that little voice that is saying there's something better to do than you're doing, right? We can always kind of rationalize not working out or you know it's just one doughnut. You know I've got something else to do besides make these offers, right? So how do you stay motivated? Because you've got to have both; you have got to have the knowledge, how to do this business number one but then you also have to have that fire that passion every day that professionalism to show up and do it, right? So what do you do?

Jeff: Right. Well, I mean the end product for me is always in my mind. So after I work out I think that's the best time I feel all day is after you work out. I think with land the same thing after you make a sale or profit or you're successful at it you feel good about yourself. So I think just that in your inside makes you drive forward to do more I think.

Mark: Okay. But you know you're not one of those guys that have like you know the quotes up all over their office that you know the inspirational quotes. You know live for today or you know I can't even think of them on the top of my head. But you know you miss all the shots you don't take kind of the thing. You don't have that around?

Jeff: Well I do. I have a folder of visions basically. Things that once in a while I come across a magazine or something or something that I want to get some day I don't have to post it all over the place but I have a folder. So once in a while when I need motivation I will pull that folder out and I will just look at the stuff, you know? It's either quotes or things that I cut out I'll just throw it in that folder I'll have it all year long and I'll just pull it out once in a while.

So yeah I use that and then I use that I think I've said it before that Simpleology.com which is great, it's free, it gets your life in order and it integrates goals in there too. So every day I see my goals. So I'm looking at my short term which is within a month. What am I going to do within a month? And I see every day how my progress is going and then in my three month and my six-month goal. So I do look at it every day and then... But yeah then of course everything in life keeps you motivated. You know you want to send your kids to good schools you want to get the overall picture you know financially and that's the reason I do this business.

Mark: Right, right. You're doing great. So share what happened this week because I'm a little jealous of this sale.

Jeff: Well, I had a couple of sales, a couple of seller financing deals. Now those are great. You know I had two of those and then I had a good sale this week a piece of land in Nevada, it was a 40 acre. I bought it for 2500 in and I had it listed for 15000 which I was getting a little interest. I've had it listed for about two-three weeks and then someone offered me 8000 cash and I said, "Okay yeah, sure I'll take that as long as you put a deposit on my website." The deposit was there was there, within an hour and we're going to be closing up in a week so nice Christmas present.

Mark: That's a nice Christmas. That's a nice quick sale and you used Craigslist?

Jeff: Yes. I had that advertised on Craigslist and of course, he emailed me and then I emailed him back. We talked for a little bit on the phone and bang it was sold. I wish it happened like that every day.

Mark: I mean yeah, it's fantastic. I had two sales this week. I sold two 40 acre parcels for cash and then I sold a five-acre yesterday on terms actually to like another one of my customers that already owns a five, out in that same area and he just wanted more. So you know in this time of year you know this December it's typically slower but you never know. I mean you've got to keep pushing. You've got to stay out there.

But usually around the last two weeks of December I know things kind of slow down and I kind of slow down a bit and take those two weeks off but I'm still marketing. I'm still doing something every day as far as you know pushing the marketing because you just never know. It can be a great Christmas gift for some people to give. I'm definitely good hit my list with a special promotion. How did it go with your promotions?

Jeff: It's been going well. I usually get one or two people. I mean currently 400 or 500 on my list so it's growing.

Mark: Right, right.

Jeff: But I usually get one or two people interested and it usually turns out to be a sale. I send out tips every month on land and I also get a couple people usually respond to that as well. So that's kind of nice when they say, "Hey thanks for the tip." You know or whatever. But yes that's working out good. I'm going to do a Christmas promotion as well. I will do something for Christmas and in end.

Like you said December slows down but two weeks ago was the busiest week of my year. I couldn't believe it. I think I sold five or six pieces and I think three of them were seller financing but then last week was pretty busy. Then the last couple days slowed down but this far slowing down, it hasn't. I was surprised. I figured same as you. I figured I will slow down until the spring and pick it back up.

Mark: Right. Right but you know what if we do the math. I mean it's really exciting when we do the math and we look at what you've done with your business. So if you can just do one cash sale a month; just one a month part-time, right and you make \$6000 on that just that one sale I mean that's \$72000 just in cash flips, right?

Jeff: Right.

Math: Then you do a couple... You know how many sales you do in a month on terms?

Jeff: Yeah I'm doing probably I'm guessing about five or six maybe more, maybe five to ten somewhere in that range.

Mark: Right. So how long before you're at you know 10000 a month passive income?

Jeff: Right.

Mark: It's not going to be long, right?

Jeff: No, it's every month it's getting bigger.

Mark: Right, right. I mean think about that like that's an extra \$16000 a month that you're making actively and passively working part-time and you're a full-time fireman.

Jeff: Right.

Mark: So I mean that's why I love this business. That's why it's so exciting so fun for me is that you know these things really happen. I'll tell you a story about one of my coaching students I just met for an hour consultation. He went big. Most people don't do this but he went really big in one county in northern Arizona. He spent like \$1000 sending out you know 800 good offers and all of a sudden he called me he's like, "Mark you're not going to believe this." He's like, "I've got all these accepted offers." We did the math and if we just looked at the comps he's got \$150,000 in potential revenue right there in deal flow, \$150,000, he's doing this part-time. I mean it's a game changer for him. It's incredible. So yeah it's exciting. It's really exciting.

But you know what's interesting about it is that he had to wake up, he had to do it, just like you know you're doing it and it took him a while. I mean you know he bought the course several months ago. So he finally I don't know what happened but he got it out, he got it done and he was real organized, beautiful Excel spreadsheets, everything was laid out, it was fantastic. I couldn't be more proud. So Bob if you're listening to this you know I'm proud of you. I'm very proud. So it's great. But, yeah I mean it's fantastic.

But what you were saying before about the vision board and the vision folder I think that's really important as well to kind of have that fuel that motivation and those goals. We talked about goals before. But do you sit down with your wife and you guys have like family goals, business schools, and then how do you structure that?

Jeff: I followed Dave Ramsey about five, six years ago I think.

Mark: Dave, he's the financial guy, right?

Jeff: Right, right. At the time I was just starting his land business in and I was in a little bit of debt. I didn't have a financial adviser so I was like I need

to do something here, something is not working. You know we didn't have any money in the savings all that stuff. So I bought his stuff and I just bought his book. It's 10 bucks or something and just followed his teachings basically and we budget every month. We have a budget ahead of time. So we have a ballpark idea how much we're going to be coming in and how much going out. Then he talks about baby steps getting out of debt and building your businesses and everything like that. So we use him.

Then, of course, it usually goes way out of whack at Christmas time. You know what I mean? We tried to you know we look at the numbers and you know you don't want to spoil your kids you know but you want to get them as much. It is like a fine line of how much you want to spend at Christmas time, you know?

Mark: Right, right.

Jeff: So yeah we talk about that. My wife still works so she has her goals at her work and she knows I do this and she knows I love it. So she's very supportive of it. Someday she's going to retire from there and help me with this so.

Mark: That's great.

Jeff: I can't get her away from it though. She loves her job. I was like all right well you know what are you going to do?

Mark: No, I know.

Jeff: She's happy I'm happy then let's keep going you know?

Mark: I know I'm always hazing you about getting more virtual assistants to help you build.

Jeff: Yes.

Mark: What's going on with that? Why aren't you doing that?

Jeff: Ah, you know what? It's almost you get in this I don't know if you call it a rut I guess, I don't know. You get in the habits I guess of my business is working and it's working and it's working and I'm happy with it. So I guess that's probably why. It's probably procrastination. Like I said you get into this mode. I have two virtual assistants now and they do a lot of my stuff that I don't want to do in. Yeah, so I don't know. I guess that's one of my goals for 2014.

Mark: Yeah that's going to be your goal for 2014 because are you familiar with Seth Godin? He's like a marketing guy.

Jeff: Yes *E-Myth*. Was it *E-Myth*?

Mark: Well, no that's Gerber.

Jeff: It's Gerber.

Mark: Seth Godin wrote like *Purple Cow* and *Linchpin* and he's got like a lot of books. He started several companies. He's a thing you know. So I was listening to one of his podcasts and he'll have like these you know people spend I don't know \$15,000, \$20,000, \$30,000 to spend a weekend with him and then he'll record it you know these entrepreneurs. You know he will talk about the entrepreneurs' job is to break the business; it's very counterintuitive. So when things are going well that's great, but then it's your job to break it and make it better because things are constantly changing.

So you know if you're not feeling anxious every day a little anxious about your business about pushing it a little further or trying something new or getting a new system in place then that should be a signal to you that you know I'm getting complacent. As soon as you're complacent know bad things happen in business, right? Someone else comes in and starts competing and all over sudden you're like well what happened? So you know I'm such a big you know believer working on that business and looking at it and saying okay where can I improve it here, where can I improve it there, how can I make it more efficient, how can I lower my overhead and how can I increase my margins, how can I add more value and just doing a little bit every day. So that should be like a good signal to you like oh things are going really well I should be scared.

Jeff: Yeah.

Mark: Have you heard that before?

Jeff: I don't know. You know we have this conversation all the time you bust my chops on that.

Mark: I definitely do. I definitely do.

Jeff: That will be one of my goals this year.

Mark: How many VAs do you have right now?

Jeff: I have two.

Mark: You have two. Okay. Are they local or are they overseas?

Jeff: Overseas

Mark: They're overseas, okay. So do you have any kind of like management system in place where they're accountable for doing this and this and they come back to you and say, "This is what I did Jeff."

Jeff: No. No, I give them tasks and then when they complete they send them to me on email and then I give them another task.

Mark: Okay.

Jeff: So I don't have them report to a website or anything. I don't give them a daily schedule. I do task by task.

Mark: Okay

Jeff: For instance getting a list from the county, breaking it down and putting it in Excel form, like little small things like that. I'll give them something to do and then they'll get it done for me.

Mark: All right that's great. I mean I really think you should just spend like an hour one day and just look at everything that you're doing and make a list. What can I eliminate; like I don't even need to be doing it all, what can I delegate; what can someone else be doing and then what can I systematize and I think it's really going to help you. It's almost to me you know like you're going to go from I don't know what you're doing this year but I bet you can double the business next year. That's my goal for you next year, 2014 to double what you did in 2013 just by leveraging other people and having them because you can only do so much especially on a part-time basis.

Jeff: Oh yeah. It's limiting, yeah.

Mark: So you know a lot of it is... A lot of the bottleneck is probably going to be you know processing deal flow and creating a wholesale side of it. So you know if you only have so much money to invest in the land and you're flipping... You know if you're bringing in 20 deals a month and you don't have let's say 20 grand a month to spend on land or whatever then you can

have a side business for just wholesaling out and building from there. So I think it's exciting but you're doing great. You're doing great. That's the thing, which I... That's the time when you really want to get even more motivated is when things are going really well so that you're in that mode of abundance and not like fear mode oh I got to do this and kind of scrambling, you know. What's the old saying, no one buys from a hungry salesperson?

Jeff: That's right.

Mark: So you're getting you're getting fat and happy.

Jeff: Yeah, I think that's the problem.

Mark: Yeah I know.

Jeff: It's not a problem but I mean yeah.

Mark: Yeah, that's the best problem to have.

Jeff: Right.

Mark: So that's great. So what else is going on?

Jeff: Oh geez just like I said everything with this land business is keeping me busy so a VA would help, another VA, you know?

Mark: Right, right. Then how's your brother doing?

Jeff: Oh yeah, yeah. So I have my brother and one of my friends I'm teaching them the land business and he's doing well. He's already sold his piece. It's funny his wife says to him, "Geez ... You know he bought a piece for \$800 and he sold it for 400 down in five years, 50 months. She says, "Geez, Phil you know you bought something for 800 you only get 400 back? It doesn't make sense." So she's a little upset. You know they're looking at their budgets and saying you know what? I don't understand this business you bought for ... You know Phil explains it to her in half a year or year this will all be paid off and then four years of free money.

Mark: Yeah exactly.

Jeff: So sometimes you know it's a little bit hard to understand but you know he knows where I'm coming from because he's all excited. He's like, "Yeah Jeff I want to have you know in the next few months I want to have \$500 coming in each month." I said, "Phil you can easily do that." So yeah,

he's loving it. He's ready to close on another one actually Saturday. We meet once a month and we discuss our strategies. It's nice.

Mark: Isn't that nice?

Jeff: Yeah.

Mark: Brother bonding over the land business.

Jeff: It is. It's great and I don't do partners with him. I give him the piece of land I let him go and it is so much better.

Mark: Wait a minute. What do you mean you give him the piece of land?

Jeff: I mean I don't give him. He buys the piece of land.

Mark: Wait a second? You're doing the deal flow and he's just buying it from you?

Jeff: I have given him two pieces of land. This is the second piece I'm helping him out getting started. So I have probably in this one area bought 10 parcels and I'm going to have him buy one basically for what I paid for it.

Mark: Okay. That's very sweet.

Jeff: Yeah, but he's my brother you know.

Mark: Yeah, yeah but you know give a man a fish you feed him for a day.

Jeff: Right. I know.

Mark: Teach the man to fish you feed him for a lifetime.

Jeff: That's the next step. That's the next step. I'm going to teach him how to do the mailing next.

Mark: Why don't you have him get the *Investors Tool Kit*?

Jeff: Yes I'll tell him to do that too. This is the beginning for each. He didn't even know if he wanted any part of this. So we just started three weeks ago and we bought a piece and he sold it. Then, we are going to do one more and then I'll start teaching him the business and give him your Investors Tool Kit and teach him the mailings and get him going from there.

Mark: Yeah, I want to fill him in on the Gold Mastermind.

Jeff: I think I can do that.

Mark: You think you could do it? That would be really interesting.

Jeff: It would be great, yeah. The only thing is he so green. I mean he took this piece of land, he put it on Facebook and he sold it like in a day or two. So he has no idea

Mark: He thinks he is going to sell land every day.

Jeff: Got it, I don't know what it is but he immediately just sold it to someone. One of the guys that he knows loved that land out there and he's like, "Jeff I sold it." I said, "You've got to be kidding me." So you know he hasn't gone through the Craigslist route, he hasn't gone through Land Watch, Land Hub, any of that stuff. But yeah he's really, really green.

Mark: Yeah, that's great. You know what I've got a guy he's in Kentucky and he's got like over a thousand Facebook friends and I've never seen that. Like how do you have a thousand Facebook friends?

Jeff: Wow.

Mark: I mean it was like mind-boggling and he was thinking about getting into this business, but you know his biggest thing was he's been climbing out of debt. So for him to actually invest in the course he'd have to go into debt and I was like, "Oh man, I don't want you to go into debt." Then I was talking to another one of my colleagues about it and she was like, "Absolutely not, tell him to go into debt for education. You know he should definitely do it because that's what you do you know it's good debt." There's good debt and bad debt. If he's going in debt for a big screen TV then yeah that's not so smart but he's going to do it for education and it's going to give him a huge return out of his investment. She's like, "I would tell him to do it." I was argh like debt. What do you think about that?

Jeff: I know. That's why my other friend is doing in his business. He has a lot of bills you know and same thing. The only thing that bothers me he's like, "I'm going to sell this piece of land and the profit I'm going to use to pay my oil bill and this and that and then..." It's just so much better when you all your bills are paid and you do this business or at least you're breaking even or something close to that where there's no stress. I don't have any stress with this business it's just extra and that feeling is so much better and I think people when they are buying a piece of land from you

they will probably sense that feeling too. You know I hope you buy my land but if you don't that's ok I'll just go find someone else. That's kind of the attitude I have with it.

Mark: Right, right. Yeah. I mean you know when I started I was I was dirt broke. I mean I had \$3000 in my name and I put it all on black to buy land. My wife was not happy, to say the least. So I kind of started out a little bit more desperate but you know I say that but I was still living month to month. I mean you know I wasn't putting anything away but I also wasn't deep in debt. So I might have not had that same type of I don't know fear I guess that you could have if you don't get that sale it's really bad.

Because I made the argument with my wife like look if I can't sell this land at least we own land it's an asset, right? So what's the problem here? One day you'll be glad I bought this. But obviously we did sell it and here we are today podcasting. But yeah I mean I don't know I go back and forth on it. I think that you've got to get outside your comfort zone at some point don't you think?

Jeff: Yeah

Mark: And take a chance and just do your homework. Make sure that you... I mean obviously don't be impulsive about it. Don't do it out of desperation but do it out of excitement and out of a sense of you know here's a solution to a problem and if I just take action I'm going to be better tomorrow than I am today. Because I mean you've got to do something, right? I don't know, it's better than working a second job, don't you think?

Jeff: Yeah and it's your way out. If you don't like your job now you could just say, "You know what? If I bring in so much money a month you know I could probably leave my job."

Mark: Yeah. Yeah. I mean yeah it took me 18 months but I did it and I haven't worked for somebody since and that it's been great. It's been great. So we're at that point where we've got to talk about the tip of the week and I know I'm putting you on the spot as I always love to do. But, Jeff what's your tip of the week?

Jeff: All right I thought of this because I knew you'd ask me and BeenVerified.com, B-E-N-V-E-R-I-F-I-E-D.

Mark: Yeah, BenVerified.com.

Jeff: Yeah.

Mark: Like, you've been verified.

Jeff: It's a great resource for contacting people where they get mail returned. It's not as good. It's better than White Pages. It's not a skip tracing service or anything but it will give you a percentage of good addresses if you're looking for a bad address and their phone number. So I know when I just started this I was hungry for deals and I would just call people directly and just say, "Hey I know you a piece of land in Colorado would you want to sell it?" I'd get a couple of deals that way. So when I'm looking for somebody I use BeenVerified.com. It's not too expensive. They might have a free trial I'm not sure but I do use them once in a while.

Mark: That's great. That's great. This is going to be my tip of the week. I use a different site but it's similar. I think Been Verified might be better. I think it's less expensive. How much is it a year?

Jeff: I don't know with the last... I mean it was cheap. It was under \$100 dollars. I know that it was 50 or 60 bucks for the year and it provided pretty good phone numbers.

Mark: All right, yeah it's a nice looking site. I use Spokeo.com, S- P- O- K- E-O.com. You know there'll be people like for my letter writing campaigns if I need a better address we'll send out to them. Especially if I get maybe if I'm sending out a hundred and I might get 10 back. I'll look at that list of who came back and if they own multiple properties then I'll spend the extra money and send them a new offer and hopefully get the right address. But do you ever go to Facebook and try to find them?

Jeff: I have. I have tried. I haven't been successful with it but I've hit the owner and I have emailed them and they never emailed me back. I have done that two or three times.

Mark: Okay.

Jeff: But I haven't been successful with it. Have you?

Mark: For a couple of things yeah but it's a little creepy.

Jeff: Yeah. I forget who I don't know who I was telling it's like you go into a party you know it's a social gathering and you start talking business and asking them questions they think, who are you? You know.

Mark: Right, right. I'm hearing some reverb here so I apologize for this. But anyways Jeff do you want to sign off because I'm hearing reverb on my end?

Jeff: Okay. Thanks a lot, Mark. We'll see you later.

Mark: So I had some reverb there at the end with Jeff. I do want to thank Jeff from TammyLand.com and appreciate his time for being on the podcast this morning.

I do want to remind everybody that if they want to learn more go to TheLandGeek.com. Download for free the *Passive Income Blueprint*. Don't forget that included in that is going to be our eBook *How to Avoid the Three Fatal Land Buying Mistakes*, I see the average investor making every single day and of course get this podcast delivered each week to your inbox.

If you're interested in learning more about the *Investors Tool Kit* we are going to be launching a webinar. It's a long one 90 minute webinar and it really discusses every facet of this business in significant detail. So be on the lookout for that. I will be emailing you more information.

Of course, if you're interested in acquiring wholesale land, look me up at FrontierPropertiesUSA.com. Give Jeff some up at TammyLand.com. Anyways this is Mark Podolsky, the Land Geek. Thanks so much for taking some time out of your busy day to learn more about the land business. We'll see next week. Thanks a lot.

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